

LISTING OF THE CLAIMS

A listing of the claims with the current status of each is provided below.

1. (Currently amended) A method of providing electronically, independent certifications of one or more claims made for one or more products or services on which customers may rely, comprising the steps of:

~~establishing a certification service which maintains~~ maintaining a Web page accessible electronically by one or more customers;

~~entering into a contract between the certification service and~~ contracting with a provider of a product or service to allow verification of one more for which the provider makes certain claims which said provider is or will make concerning said product or service, said one or more claims being verifiable by objective measures being different from established industry standards;

~~verifying said certain one or more~~ claims made by the provider for the product or service under the terms of the contract; and

~~posting, for review by said one or more customers,~~ information on the Web page about the product or service in which said certain one or more claims verified as true are prominently displayed as being independently certified.

2. (Currently amended) The method of providing certifications recited in claim 1, wherein the Web page is accessible over the Internet by said one or more customers.

3. (Currently amended) The method of providing certifications recited in claim 2, further comprising the steps of:

~~maintaining a database of verified claims for products and services provided by a plurality of providers; and~~

~~providing customers with a search engine for searching the database for certified products and services in the database.~~

4. (Original) The method of providing certifications recited in claim 3, wherein the search engine responds to key words and phrases entered by customers by searching the data base for certifications of product or service claims.

5. (Currently amended) The method of providing certifications recited in claim 1, wherein the contract with the provider establishes ~~rights and liabilities between the certification service and the provider, including guarantees by the provider of~~

continued compliance with the certification, and provides with remedies in case of violations by the provider.

6. (Original) The method of providing certifications recited in claim 5, wherein the Web page includes links from a displayed certified product or service to details of the certification for that product or service, including effective date and remedy in case of violation.

7. Canceled

8. (Currently amended) The method of providing certifications recited in claim 6 7, wherein the Web page is accessible over the Internet by customers.

9. (Previously presented) The method of providing certifications recited in claim 8, further comprising the steps of:

maintaining a database of verified claims for products and services provided by a plurality of providers; and

providing customers with a search engine for searching the database for certified products and services in the database.

10. (Original) The method of providing certifications recited in claim 9, wherein the search engine responds to key words and phrases entered by customers by searching the data base for certifications of product or service claims.

11. (Currently amended) The method of providing certifications recited in claim 1, wherein the steps of maintaining, contracting, verifying, and posting are performed by certification service is a stand alone business separate and independent from said provider.

12. (Currently amended) The method of providing certifications recited in claim 2, wherein the Web page certification service is established by an existing business which may be a provider, and the Web page identifies the existing business as the sponsor of the certification ~~service~~.